MARKET POSITIONING OF PRIVATE UNIVERSITIES IN ANDHRA PRADESH AND TELANGANA STATES BASED ON THE STUDENT SATISFACTION

A

SYNOPSIS

(THESIS PROPOSAL)

SUBMITTED TO

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MARKETING

BY

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ICFAI Business School
The ICFAI University,
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2023

The ICFAI University, Dehradun

Candidate's Declaration

I, **Srikanth Pothuri**, declare that the synopsis entitled, "**Market Positioning of Private Universities in Andhra Pradesh and Telangana States based on the Student Satisfaction**" being submitted in the partial fulfillment of the requirement for the award of the degree of Doctor of Philosophy in Management under ICFAI Business School, The ICFAI University, Dehradun during the academic year 2022-23.

It is the work that is expected to carried out under the supervision of **Dr. Sanjeev Malaviya**

It is further declared that the synopsis is within the plagiarism limit and copy of the same is attached as per the University norms.

Signature **Date:**

Candidate's Name

POTHURI SRIKANTH

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The ICFAI University, Dehradun

CERTIFICATE

This is to certify that the thesis entitled, "***Market Positioning of Private Universities in Andhra Pradesh and Telangana States based on the Student Satisfaction***" is an original piece of work done by ***Srikanth Pothuri*** under my supervision being submitted in the partial fulfillment of the requirement for the award of the degree of Doctor of Philosophy in Management under ICFAI Business School, The ICFAI University, Dehradun during the academic year 2022-23.

Further, It is certified that the synopsis is within the plagiarism limit and copy of the same is attached as per the University norms.

Signature of the Supervisor in full

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ICFAI BUSINESS SCHOOL
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ABSTRACT

The rapid growth of private institutions in India has led to a cutthroat level of competition between those universities and India's public universities. The study is proposed to be conducted in the states of Andhra Pradesh and Telangana which will fill the gap in that direction. These HEIs are offering and providing professional education in many fields. In these two states, only urban areas are equipped with good infrastructure for quality education, again it differs from metropolitan areas to tier 2 cities. The core objective of the current research work is to investigate the positioning of private universities based on the student satisfaction derived from seven Ps (1-Product, 2-Price, 3-Promotion, 4-Place, 5-People, 6-Process and 7-Physical Environment). Our research on the marketing mix systems that are included in the strategic plan that private university in Andhra Pradesh and Telangana states have in place for the admission of potential students.

Keyword: Market Positioning, Student Satisfaction, Higher Education Institutions

1. Introduction

Businesses nowadays are working tirelessly to ensure that their product stands out in a crowded marketplace by honing every detail that gives them an edge. However, nobody considered the general public's opinion of the product. Positioning strategies are used to give a product its own unique identity in the eyes of buyers [1-2].

A positioning statement is a description of the product, as well as the audience that we aim to sell it to, together with an explanation of how it satisfies a demand that is currently present in the market. The marketing and sales teams will utilize this statement as a guide to create their messaging and ensure that there is consistency across all communication. The term "product positioning" is used to describe where a product stands in the purchaser's thinking in relation to the final product [3-4]. Because of the intense rivalry in today's markets, products need to stand out from the crowd by differentiating themselves in some way, a process known as product positioning.

To acquire a better grasp of the present status of the product's market placement is one of the primary reasons for carrying out this strategy, which is also one of the most essential reasons for carrying out this strategy [5]. In its most basic form, the plan is a method to get the product from one location to another, which is the location where it ought to be based in an ideal world.

There are a great number of businesspeople who have extensive knowledge of a variety of products, but they lack an understanding of how the product should ideally be seen by customers once it has been introduced to the market. It is unfair of us to expect our customers to have faith in the quality of our items if we are not familiar with our brand [6-9]. What approach are we going to take to provide to them the information that we want them to know about the brand? How do you propose we go about developing marketing and communication strategies that are in line with one another? Before beginning the process of product design and development, one must first get started devising and putting

into action a plan to make it a reality. This must be done before commencing the process of designing and developing the product.

Product placing is the process of creating an appearance for a product in the eyes of consumers [10-12]. When consumers are exposed to a brand for the first time, their impressions are shaped in part by the way the products are positioned in the marketplace. To rephrase, positioning aids in creating an image of a product or provision in the minds of consumers.

For example, **IITs stand for "Quality Education" and IIMs stand for "producing entrepreneurs."**

The idea of the research study is to position private universities of Andhra Pradesh and Telangana states in the market based on the student satisfaction.

The process of supporting learning, the development of knowledge, skills, attitudes, habits, and values is what we refer to as education. Story narrating, training, discussion, and research are only few of the popular modes of educational practice that are currently popular. It typically takes place under the direction of an experienced individual, either in a formal or informal environment, and it is referred to as educational when the experience participants gain has a formative impact on their thinking, feeling, and acting.

Higher education, sometimes known as HE, plays a crucial part in the economic and social growth of every country in the globe.

Citizens with a high level of education make a major contribution to the general production of the society as well as the improvement of living standards. Many nations throughout the world are devoting large resources to the establishment of new educational programs and the improvement of existing ones so that they might reach the levels of social and economic development they have set for themselves.

The global education market is worth more than one trillion dollars. HE is already operating on a worldwide scale. Universities are now aggressively recruiting students, particularly international students, utilizing a wide array of marketing tactics to get students to enroll in their programs. The pupil is now the one acting in the role of the customer or client. As a result of globalization,

universities are expanding their spheres of influence beyond the boundaries of both geography and politics.

Nearly $4 billion is spent each year by Indian parents to send their children to educational institutions and training programs outside of the country. The World Trade Center has included "education" as one of the 12 service sectors in their classification of services (Deshields et. al., 2005) [8] acknowledge that colleges and universities are "recognizing HE as a service industry," and as a result, they are more concerned with the overall satisfaction of their student "customers"). More than at any other time in the history of humanity, the prosperity or impoverishment of a nation is directly proportional to the level of its HE. People who have a wide range of abilities and a greater capacity for learning have virtually no limits to the level of economic success they can achieve.

The University Grants Commission is the most important regulatory body in the higher education industry (UGC). The Commission oversees providing, granting, coordinating, and maintaining the requirements for HEIs. The UGC is in charge of and provides funding for all public institutions (Podile et al., 2011).

At each level, there are significant entry, process, and exit gates, and constructing the regulatory environment at each of these stages is what will deliver the quality of education. Based on their approaches to administration and management, degree-granting universities can be broken down into one of five distinct categories. They can be classified as either central, state, private, institutions with deemed to be status, or institutions of national importance. Institutions of National Importance are also included (Basha, 2017) [1].

The curricula that can be pursued in educational institutions are subject to oversight by the several statutory professional councils. UGC deeds, which serve as the primary regulatory body. Accrediting bodies accredit higher education institutions and allow for the appropriate planning and development of education as Figure 1.

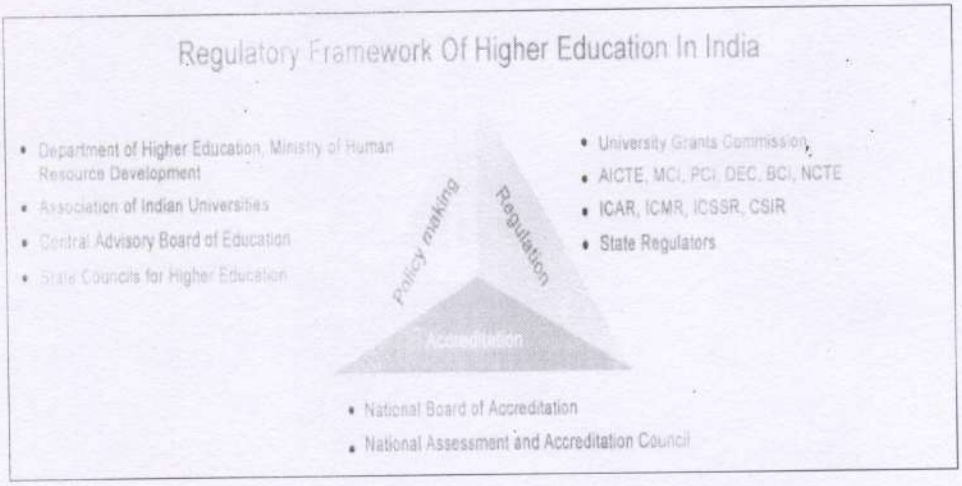
Regulatory Framework Of Higher Education In India
Department of Higher Education, Ministry of Human Resource Development
Association of Indian Universities
Central Advisory Board of Education
State Councils for Higher Education
Policy making
Regulation
Accreditation
University Grants Commission
AICTE, MCI, PCI, DEC, BCI, NCTE
ICAR, ICMR, ICSSR, CSIR
State Regulators
National Board of Accreditation
National Assessment and Accreditation Council

Figure 1:The Regulatory framework of higher education in India

Source: https://www.drishtiias.com/to-the-points/Paper2/higher-education-in-india-1

In many developing countries, the private higher education industry is the sector that is growing at the highest rate. In India, state universities have a size advantage over private universities, but this advantage does not extend to the number of students enrolled in each institution. State-wise distribution of private universities in India are presented in Table 1.

Table 1. List of State-wise Private Universities in India

State	Total Number of Universities
State 1- Andhra Pradesh	6
State 2-Arunachal Pradesh	8
State 3-Assam	6
State 4-Bihar	7
State 5-Chhattisgarh	16
State 6-Gujarat	50
State 7-Haryana	25
State 8-Himachal Pradesh	17
State 9-Jharkhand	16
State 10-Karnataka	21

State 11-Madhya Pradesh	40
State 12-Maharashtra	21
State 13-Manipur	4
State 14-Meghalaya	9
State 15-Mizoram	1
State 16-Nagaland	4
State 17-Odisha	8
State 18-Punjab	18
State 19-Rajasthan	52
State 20-Sikkim	7
State 21-Tamil Nadu	4
State 22-Telangana	5
State 23-Tripura	1
State 24-Uttar Pradesh	32
State 25-Uttarakhand	21
State 26-West Bengal	11
Total	410

About forty percent of students who are now enrolled in higher education programs in India are attending one of the country's many private universities. This percentage is expected to continue to rise soon. The country is seeing an explosion in the number of private universities as well as its overall success, primarily because of less regulatory limitations and greater academic freedom. These educational establishments typically only provide programs that are revenue-oriented, and market driven, such as MBA, Medical, and Engineering. They do not place a significant amount of emphasis on other academic fields, such as Fine Arts, Culture, and History, which puts the idea of a university in

jeopardy. Taking this into perspective, the state governments have a greater responsibility to oversee and monitor the level of education provided by private universities at both the primary and higher levels.

The rapid growth of private institutions in India has led to a cutthroat level of competition between those universities and India's public universities. In light of the rivalry, colleges are attempting to position themselves in the market by providing prospective students with a variety of options about branding, resources, scholarships, and so on. If a university is successful in establishing a unique position in comparison to its rivals, this improves the university's capacity to either keep the same number of students or grow its student body. The achievement of success in positioning, on the other hand, is neither simple nor quick.

It is possible, with the assistance of several different survey approaches, to ascertain whether or not the strategy that was implemented was successful in achieving the positioning that was sought for the university. Universities that have successfully positioned themselves to satisfy the needs of their student market will thrive, whereas universities that have not been successful in doing so will struggle to survive.

Brand positioning refers to the process of establishing a favorable mental association between a product or service and its intended audience. People's perceptions of reputable universities will help them choose the best PU for their needs. Positioning is the method by which consumers characterize a product in terms of its salient features. As a result, businesses need to tailor the features they provide to the wants and needs of their specific target market (Evans *et. al*, 2003). According to Lovelock & Wirtz (2007), one way to improve a service's positioning is to focus your marketing efforts on the factors that are most essential to your target market before you ever think about developing a product. There's more to it than just talking to one another and drawing parallels [9-15]. Brand positioning calls for a distinct marketing strategy that describes the brand's essence, the goals of the company in guiding customers to that essence, and the methods by which the company plans to achieve those goals (Kotler&Keller, 2007). The positioning "relates the market analysis and

competitive analysis to the corporate internal analysis," making it a crucial part of any successful marketing plan (Lovelock & Wirtz, 2007). Internal analysis highlights the potential as fundamental for differentiating from the competition, which is determined by the Competitor Analysis.

Various factors, such as price, distribution channels, target markets, and distinctive features, can all contribute to how a brand is positioned in the market, as outlined by Parikshat (2010). It stands apart from the pack as an important feature of contemporary marketing management, according to experts in the field [16-22].

Because there are so many other institutions offering a similar service, the climate in which private universities operate today is highly competitive and ever-changing. According to Mustafa (2013), the decision to attend a private university can be justified for one of three reasons: a holistic education; academic component (performance on the final test); social and logistic element (the close distance between the school and the residence) (Bell, 2009). Other considerations in selecting a private higher education institution include the availability of a sport facility, the reputation of the university in a particular field (Collins & Snell, 2000), a strict disciplinary system, religious affiliation, an offering community, high-quality instructors, a limited student body, and an affordable cost (Parker et al., 2007). Education is the service that identifies as having both core and supporting components, as he describes it. A good example of a service core would be teaching and learning because it is essential for a successful educational experience. A component of the educational service is providing housing and care for the students outside of the traditional school day. In the 21st century, when the environment evolves at a rapid pace, it is essential for the institution to have a solid understanding of exactly what types of customers are looking for services; in this case, it is education. According to Andrew (2003), positioning is connected to the effects of one's state of mind when selecting private universities [23-27].

According to Bulley (2014), there is already an established practice of strategic marketing planning among private tertiary schools. Concerning the implementation of the marketing mix factors, it was observed that not all 7ps are employed in sync, and this influences the performance of the institution. According to the conclusions of the research, both long term and short-term

plans are utilized, and a marketing plan is what drives the operations at the institutions. It was shown that private institutions who successfully and efficiently manage their advertising efforts stand a better chance of place in themselves well and, as a result, gaining a durable competitive edge in the business. In addition to this, Chawla (2013) stressed the existence of the 7 Ps of the service marketing mix in the education service sector. These Ps have their own relevance for the students when they are making their decision about which school to attend [28-33].

The standard marketing methods, which have historically been classified into 4Ps (product, price, place, and promotion), 5Ps (adding people), and 7Ps (adding physical facilities and procedures), are potentially applicable in university market systems (Ivy, 2008) [34-37].

The number of tuition suppliers is growing at the same rate as the student body, particularly within the realm of private higher education institutions. This highly competitive market is being fragmented by a variety of joint ventures and franchise operations, which is causing a problem of choice for prospective students. Traditional public universities, independent public universities, and private universities are all competing with one another to attract students. (Cubilloet et al., 2006) [38-42].

Notably, many higher education institutions and several business schools have suffered decreases in their enrollments, which further emphasises the significance of marketing for the purpose of student recruitment (MacGregor, 2000; Merten, 2000).

There is nothing novel about marketing in the field of higher education. The ever-increasing significance of marketing to the process of student recruitment has been brought to the attention of a great number of authors (Cubilloet et al., 2006; Ivy, 2001; Maringe & Foskett, 2002). Fosu et. al., (2014) tried to determine the primary determinants that direct students' decisions regarding the higher education institution that they will attend. According to the findings of the study, the most significant factors that influence students' decision regarding which university to attend are the availability of course options, the caliber of the instructors, the quality of the library and internet resources, the adaptability of the class schedule, and the recognition of the degree by potential employers

[43-44].

Haur (2009) carried out a study with the goal of discovering and gaining an understanding of the elements that influence students' decisions regarding whether they would continue their education at higher educational institutions. According to the findings of the study, students' decisions about whether to enroll in a higher education program are significantly impacted by a variety of factors, including the financial commitment required, the nature and scope of the degree being pursued, the people in their lives (including their families, friends, classmates, and teachers), their gender, and their educational history. In his study, Sarwar (2012) looked at the factors that influence students' decisions on which higher education programs to enroll in at the many different institutions of higher education in Malaysia. The findings indicate that the quality of university instruction is the single most important consideration for a student when choosing a higher education establishment, with university facilities, program structure and accreditation, campus facilities, and so on coming in a distant second and third, respectively.

In a separate piece of research, Ho (2008) found that the employability of a school, its curriculum, its academic reputation, its faculty, and its research environment were the five aspects that were most important to prospective students when choosing a school. Lai (2014) carried out research to investigate the widespread issue that exists at the college level and connected it to the tendencies that exist at the university level and the national level. The most important non-marketing information sources for choosing a college were, in order of magnitude, guidance counsellors at secondary schools, current and former college students, and then current and former college faculty members. The college's social life was rated as having the highest loadings among the various college characteristics, and phone calls from the admissions office were rated as having the highest loadings among the various marketer-controlled variables [45-47].

Sanjay Krishnapratap Pawar et al., (2020) provided the outcomes from their qualitative study based on the student perspectives. Some of the outcomes of this research might transmit to define the understandings and motivations of their set of international student's community.

T. G. Saji (2020) presented how quality prospectus, curriculum and agendas

within educational institutions are particularly important in modeling student perceptions towards the quality of education. His research directed an assessment among several students of different institutions in Kerala. The gap analysis of this research is proving that the student anticipations were higher than their definite educational practices in their institutions, which was obvious in all traits of the services under study. The utmost gaps were in placement assistance, well-timed conduct of examination, and ample infrastructure. The outcomes of the regression analysis showed that not all the aspects appealed by the students in gap analysis performed as the significant factors of the overall contentment towards HE in India [48-51].

Tomesavic et al., (2020) aimed to detect the demographic and contextual information of students that distinguish their perception about the excellence of their HE. Multinomial regression investigation was conducted to recognize the features of students which create their perception. The outcomes showed that the position of students for scholarship, academic and non-academic activities, parent's characteristics, age, previous outcome, and the place of their study have a significant impact on their perception. We can use these outcomes to formulate guidelines and target specific clusters of students to guarantee a favorable academic atmosphere and raise the brand image of the institution.

Bianca Coleman et al., (2021) mentioned their experiences based on a student appointment and retention program at their institution. Student satisfaction in terms of academics, administration, infrastructure, and assistance are playing a major role in measuring student loyalty and happiness.

Lourdes E. Aznar-Mas et al., (2021) presented how HEIs are striving to constantly progress to meet student outlooks. The authors mentioned that engineering degrees require environments due to their complex practical modules. This research asked students to generously make observations, positive/ negative on an open retort questionnaire, then the qualitative study of their responses led to the report of four different class figures say, Teacher, Course, Student, and Program to reveal the student perceptions.

Sonali Singh et al., (2019) examined service quality concepts that measure student satisfaction in Indian HEIs. In this research, the authors tried to inspect the controlling effect of professed trust on the association between quality of service and student satisfaction. The outcomes of the study recommended that

teaching expertise of the teacher, staff ability, and reputation have a substantial influence on student satisfaction however generic abilities of teachers and staff outlook does not sway student satisfaction considerably. Outcomes of the research also recommended that several academic and non-academic characteristics of quality-of-service effect student satisfaction to recruit good instructors and competent staff [51-55].

Victoria Quesada et al., (2019) presented a qualitative study consisting of three focused clusters. The authors analyzed the data using experiential inductive thematic analysis. Outcomes of the research is providing two themes by showing the relationship between instructors and students through enhanced understanding of individuals and demonstrative qualities on learner engagement. This study is providing a strategy to indorse academic development and reduce pressure and anxiety in students to foster a more positive method of learning.

Its full form is "consisting of everything that the university can do." In the past, a model known as the "4 Ps" was utilized for tangible items. On the other hand, the "7 Ps" methodology is utilized in the service industry to better meet the requirements of both the service providers and the end users. These seven aspects are referred to as the "7 Ps," and they include the product, price, place, promotion, personnel, physical facilities, and procedures [56-58].

2. Research Problem

This research topic was chosen with the understanding that modern-day schooling is focused on various marketing mix systems. This is connected to the way private educational institutions position their activities in terms of business strategies in order to attract potential students. The country's future leaders are receiving guidance and inspiration for their professional lives from these educational institutions.

The foundation of this research is the observation that, in addition to the relatively few public universities, the economy is currently teeming with private universities, all of which are engaged in a fierce competition to satisfy the professional goals of the nation's workforce and the requirements of the

industrial sector with high-quality human resource capital. It is now in a type of market rivalry as they have all built up their marketing plans to boost their intakes to earn large cash and profits which means that it is in a form of market competition. Because of this, it is essential to conduct research on the marketing mix systems that are included in the strategic plan that private university in Andhra Pradesh and Telangana states have in place for the admission of potential students.

Research Gap:

Positioning of the universities in the market based on various parameters is not a new topic. A lot of work on this topic has been seen in other countries and very few research articles are available in the Indian context. The study is proposed to be conducted in the states of Andhra Pradesh and Telangana which will fill the gap in that direction. These HEIs are offering and providing professional education in many fields. In these two states, only urban areas are equipped with good infrastructure for quality education, again it differs from metropolitan areas to tier 2 cities. So, the main problem for lack of quality is the lack of momentum for urbanization in these states.

Research objectives:

The main objective of the current research study is to investigate the positioning of private universities based on the student satisfaction derived from 7 Ps (Product, Price, Promotion, Place, People, Process, Physical Environment).

Consider the factors namely service market, competition, and image to determine the quality of the product being offered by HEIs. Consider the factors namely cost, customers, positioning, competitors, and profit to determine the price of the product being offered by HEIs. Consider the factors namely the nature of the product, the nature of the customer, the product life cycle, and the availability of funds to determine the promotion of the product being offered by HEIs. Consider the factors namely safety and security, accessibility, neighborhood, and cost of living to determine the impact of the place where HEIs are present. Consider the factors namely abilities, gender, race and culture, attribution, perception, and attitude the people's choice towards the people to

choose the HEIs. Consider the factors namely society, technology, and economy towards the process being executed by HEIs. Consider the factors namely better climatic conditions, political stability, better social environment, and cultural traditions towards the physical environment being observed in HEIs.

Investigative and descriptive research strategies will be used in this study. Literature review and marketing intelligence-based exploratory research design will be used to identify the better strategies to obtain better student perception in HEIs. The survey method of descriptive research design will be used to obtain the primary data regarding the student perception. Primary data will be collected through administered questionnaire. Field surveys will be conducted across several private universities and colleges in Andhra Pradesh and Telangana.

Research Question 1: The specific objective is to position the private universities based on the student satisfaction. The first one out of the 7 P's is the Product. It is important to analyze the impact of product in the education parlance it is the "programs "and their quality on the satisfaction of the students. The term "product quality" refers to how well, dependable, and long-lasting a product is. Customers will be delighted with a quality goods, which will lead them to opt to buy the product. When it comes to maintaining a competitive advantage in the market, the quality of a company's products is critical. Enhancing product quality will lead to increased levels of contentment on the part of customers, which, in turn, will lead to improved levels of firm performance (Hussain and Ranabhat, 2013). The quality of the product has a beneficial impact on the satisfaction of the customer. The findings of Djumarno et. al., (2018) research back this up completely. Hoe and Mansori (2018) shown that product quality has a significant influence on the level of satisfaction experienced by customers.

Hypothesis 1: Product Quality has significant impact on the student/customer

satisfaction.

Research Question 2: The study will examine the relationship between the price and the student satisfaction.

Hypothesis 2: Pricing has significant impact on the customer satisfaction.

Satisfaction is the reflection of the student contentment with the higher education institution's services while value indicates the direction in which the institution to move to achieve the student. Sanjeev Malaviya (2020) conducted research on 576 students studying in private and public sector colleges in Uttarakhand to examine the impact of perceived value on the student satisfaction. He observed that **the** Student Perceived Value has direct impact on the Satisfaction of the students.

Research Question 3: The research will examine the impact of promotion on the customer satisfaction.

Hypothesis 3: Promotion has significant impact on the customer satisfaction.

Research Question 4: The research will examine the impact of place (location) on the customer satisfaction.

Hypothesis 4: Place (location) has significant impact on the customer satisfaction.

Research Question 5: The research will examine the impact of People on the customer satisfaction.

Hypothesis 5: People element has significant impact on the customer satisfaction.

Research Question 6: The research will examine the impact of Process (Academic Delivery) on the customer satisfaction.

Hypothesis 6: Process (Academic Delivery) has significant impact on the customer satisfaction.

Research Question 7: The research will examine the impact of Physical Environment (Infrastructure) on the customer satisfaction.

Hypothesis 7: Physical Environment (Infrastructure) has significant impact on the customer satisfaction.

The research was conducted by Zoran Mihanović et. al., (2016) conducted research with the help of online survey questionnaire and found that there is no correlation between the student satisfaction with accommodation.

Based on the research gaps, our research intends to achieve the following objectives:

1. To study the student perception of higher education institutions in two states- Andhra Pradesh and Telangana, India.
2. To analyze and explore significant factors and their importance that are affecting the higher education student experience.
3. To study and explore prevailing management processes and strategies that are adopted by HEIs to impart quality education in the contemporary global scenario.
4. To study the possibility or potentiality of significant efforts of HEIs in terms of marketing planning and segmentation, customer relationship management (CRM) and brand building among them.
5. To critically study and recommend an efficient brand building, brand positioning, brand suitability strategy to be adopted by these HEIs to offer quality education.

Conceptual Framework:

The standard marketing methods, which have historically been classified into 4Ps (product, price, place, and promotion), 5Ps (adding people), and 7Ps (adding physical facilities and procedures), are potentially applicable in university market systems (Ivy, 2008).

Research Methodology:

According to Bulley (2014), there is already an established practice of strategic marketing planning among private tertiary schools. Concerning the implementation of the marketing mix factors, it was observed that not all 7ps are employed in sync, and this influences the performance of the institution. Chawla (2013) stressed the existence of the 7 Ps of the service marketing mix in the education service sector. These Ps have their own relevance for the students when they are making their decision about which school to attend.

The conceptual framework for the proposed research on positioning the private universities in the market based on the student satisfaction is given in figure 2.

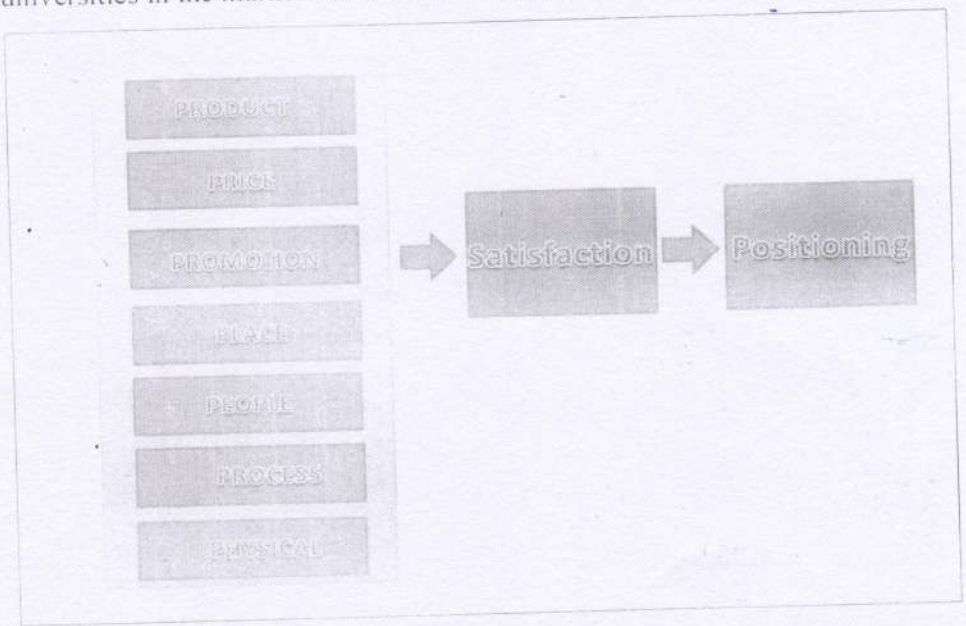

Figure 2. Conceptual Framework

The details of variables proposed to be included in the model for each positioning strategy are presented in the figure 3.

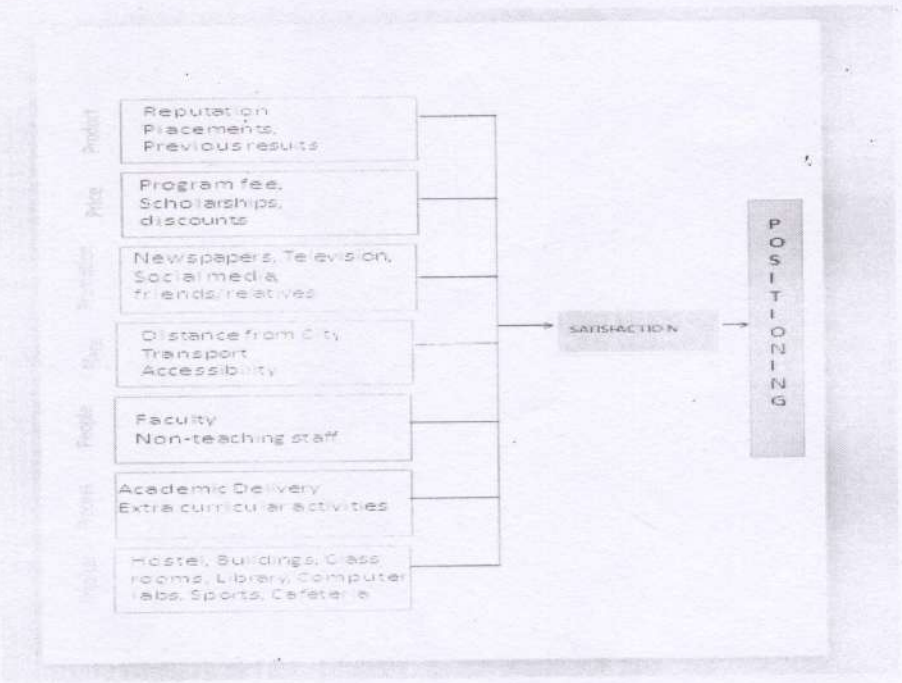

Figure 3. Details in Positioning Strategies

Kano Model of Customer Satisfaction

A Japanese professor Kano et. al., (1984) along with his team developed a model (Figure 4) which can categorize and prioritize customer needs.

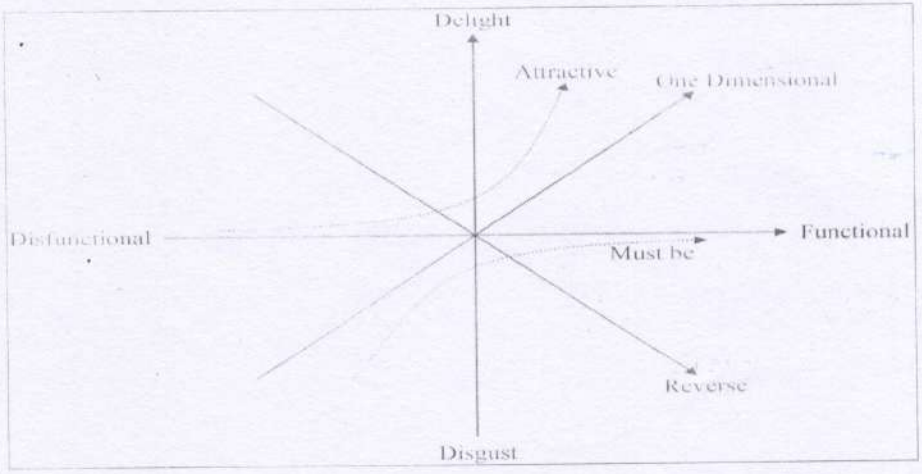

Figure 4. Kano Model of Satisfaction

Research Design: Investigative and descriptive research strategies will be used in this study. Literature review and marketing intelligence-based exploratory research design will be used to identify the better strategies to obtain better student perception in HEIs. The survey method of descriptive research design

will be used to obtain the primary data regarding the student perception.

Study Area and Target Respondents: Data will be collected from private HEIs in the Andhra Pradesh and Telangana states of India. The target respondents are students and parents with sample size of 300 to 400 records.

Statistical Analysis: Statistical analysis of data will be done using SPSS statistical package. The help of a statistician will be sought for suggested appropriate statistical techniques for data analysis and interpretation.

Month-wise plan of work and targets to be achieved

S. No.	ACTIVITIES	MONTHS														
		J-23	F-23	M-23	--	--	--	--	--	--	--	--	--	--	--	D-23
1	Literature review for identifying the items- factors influencing HE															
2	Exploratory research															
3	Questionnaire designing															
4	Pilot testing and refinement of the questionnaire															
5	Data collection (Andhra Pradesh-Public HEIs)															
6	Data collection (Andhra Pradesh-Private HEIs)															
7	Data collection (Telangana- Public HEIs)															
8	Data collection (Telangana- Private HEIs)															
9	Data preparation															
10	Data analysis															
11	Thesis writing Chapters: Introduction, Literature review, Research Methodology, Data Collection															

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